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**IN THE CLAIMS:**

Please amend claims 1, 5 through 7 and 19 noted below. A complete listing of all claims is provided below with an indication of each claim's status.

1. (Currently Amended) A system for controlling use of broadcast content, ~~said apparatus~~ comprising a receiver in communication with a source of broadcast content and coupled to a playback device, ~~wherein the receiver is configured~~ to control the use of received broadcast content through the playback device in accordance with control information embedded in the broadcast content, said embedded control information defining an action to be taken pertaining to said broadcast content.

2. (Original) The system of claim 1, further comprising a storage device coupled to the receiver.

3. (Original) The system of claim 2, wherein the receiver is further configured to selectively store broadcast content in the storage device based on the embedded control information.

4. (Original) The system of claim 1, wherein the receiver is further configured to maintain information relating to the use of the received broadcast content through the playback device.

5. (Currently Amended) The ~~apparatus~~ system of claim 4, wherein the receiver is further configured to use the information relating to the use of the received broadcast content for remuneration of a provider of the broadcast content.

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6. (Currently Amended) The apparatus system of claim 5, wherein the information relating to the use of the received broadcast content comprises a duration of use.

7. (Currently Amended) A method for ~~controlling the use of broadcast content, said method comprising:~~ receiving broadcast content; extracting control information from the received broadcast content, said extracted control information defining an action to be taken pertaining to said broadcast content; controlling use of the received broadcast content in accordance with the extracted control information.

8. (Original) The method of claim 7, wherein the extracted control information comprises an authorization to store the received broadcast content.

9. (Original) The method of claim 7, wherein the extracted control information indicates a number of times that the received broadcast content may be consumed.

10. (Original) The method of claim 7, wherein the extracted control information indicates a length of time that the received broadcast content may be consumed.

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11. (Original) The method of claim 7, wherein the extracted control information indicates a time period during which the received broadcast content may be consumed.

12. (Original) The method of claim 11, wherein the time period comprises a date range.

13. (Original) The method of claim 7, wherein the extracted control information comprises billing information.

14. (Original) The method of claim 13, wherein the billing information comprises a cost for consumption of the broadcast content.

15. (Original) The method of claim 7, wherein said controlling use comprises preventing use of the broadcast content other than as specified by the extracted control information.

16. (Original) The method of claim 7, further comprising obtaining payment information from a user of the received broadcast content.

17. (Original) The method of claim 7, further comprising communicating consumption information to a billing facility.

18. (Original) The method of claim 17, wherein the billing facility comprises a facility maintained by a provider of the received broadcast content.

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19. (Currently Amended) A storage machine-readable medium containing having stored thereon a set of executable instructions for execution by a computer, the set of instructions including instructions for: to perform a method comprising:

receiving broadcast content;

extracting control information from the received broadcast content said extracted control information defining an action to be taken pertaining to said broadcast content; and controlling use of the received broadcast content in accordance with the extracted control information.

20. (Original) The storage medium of claim 19, wherein the storage medium comprises a memory accessible by the computer.

21. (Original) The storage medium of claim 19, wherein the storage medium comprises a portable storage device.